



## Technology Startup Public Relations

**BACKGROUND:** SocialCentiv was a Dallas startup founded in 2008 that turned conversations into customers, in real time, with real results. Their patented software allows enterprises, agencies and small- to medium-size businesses (SMBs) to mine Twitter for prospective customers. Using keywords and location, SocialCentiv's system finds relevant conversations so a business can respond in real time with an incentive.

### CAMPAIGN GOAL:

Using earned media, penetrate the market and increase awareness and consideration for SocialCentiv that results in a lower customer acquisition fee and attracts an interested buyer.

### CAMPAIGN OBJECTIVES:

- Communicate a positive, consistent, influential message through all PR efforts
- Reach small business owners through trade publications for target vertical industries and educate them on Twitter and Intent Based Marketing.
- Reach larger companies by telling best practices stories appropriate for national and local publications.
- Identify influential organizations, associations and analysts to help validate and communicate SocialCentiv's software.

### CAMPAIGN STRATEGY:

- Craft a consistent, influential message that positions SocialCentiv as the software to help small businesses find customers on Twitter and position the team as social media experts.
- Develop and maintain relationships with key social media industry analysts
- Maintain an effective public relations program and integrate a PR strategy to support marketing campaigns
- Enhance the C-suite and VP public profiles and leverage PR successes with investors and support crisis communication efforts.

### RESULTS:

Because SocialCentiv had a wide customer reach, we secured stories in their top vertical markets; social media, advertising and marketing publications; small business trades; and local and national reporters

Vertical Trade Outlets: Hotel Executive, PR Couture, Global Manufacturing, Total Retail, Franchising World, Global Manufacturing, Retailing.org, Retail TouchPoints, Chain Store Age, QSR, Contact Center World, Franchise Update, American Spa Magazine, Hospitality Technology, Data Informed

Business/Tech Outlets: Forbes, Business News Daily, Fox Business News, The Price of Business, Dallas Business Journal, The Wall Street Journal, Electronic Retailing Association, Home Business Magazine, Small Business Digest Talk Radio, WADK 1540, Oklahoman, Business News Daily, CEO, Mashable, Street Fight, Venture Beat, Xconomy, AdExchanger, Inc., The Dallas Morning News, American Express Open Forum, Dow Jones,

Marketing/Advertising Outlets: AdChat, Mobile Marketing Watch, Tower Marketing, GeoMarketing, AdWeek, Response Magazine, Target Marketing Magazine, Quirk's Marketing Research Media, The Digital Life, The Social Media Monthly, PR Leap, Retail Online Integration, AZ Business Magazine, Small Business Trends, Small Biz Technology, Small Business Advocate, MarTech Today

Key Messaging:

The key messages were aligned across sales material, the website, in investor and analyst communication, and bylined articles. Talking points with proof points were offered for each interview to ensure consistency and reinforce top-line messages.

Miscellaneous: We successfully secured analysts meetings which resulted in an award from Frost & Sullivan. SocialCentiv was sold in early 2016.

#### About TrizCom PR

Our mission is to create and develop innovative and groundbreaking communication campaigns that produce measurable results based on data driven objectives that reach our client's audiences.



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## Smart Ways Retailers Can Incorporate Social Media Into Marketing Plans

# Franchise update

Home: Franchising Articles

## Dunkin' Donuts Notches 120% Conversion Using "Intent-Based Marketing"

By: Eddy Goldberg | 4 Shares | 2,469 Reads

Does a 120 percent conversion rate on a social media marketing campaign sound appealing? Yes, that's right: a conversion rate of more than 100 percent is exactly what First Cup LLC, a large Dunkin' Donuts franchisee in Arizona, realized from its "Free Medium Hot or Iced Coffee Campaign," which ran from March 26 to Nov. 10, 2013.

# THE OKLAHOMAN

## Party Galaxy grows on Twitter

Dallas-based Party Galaxy recently boosted social media-driven traffic to its website 1,520 percent over 30 days and tripled its Twitter followers in months, according to its Oklahoma City marketing agency. Although Party Galaxy joined Twitter five years

# QSR magazine.com

Limited-Service, Unlimited Possibilities

## HipLogiq announces integration partnership with MailChimp

July 17, 2014  
HipLogiq announced today a new partnership that will allow customers to integrate customer contact data gathered using its SocialCentiv tool directly into MailChimp. SocialCentiv users can listen on social media for customers seeking their product or service, reply and

# ADWEEK

AD:TECH

## How a Zombie-House Marketer Is Fleshing Out Its Twitter Strategy for Halloween

Keyword targeting and context By Christopher Heine

Basim Saqqa, Advertiser's House has a strong Twitter focus going into this weekend. Photo: Getty Images

# BUSINESS NEWS DAILY

Small Business Solutions & Inspiration

## 22 Social Media Marketing Solutions for Small Businesses

Social media marketing is an art form, and with the right social media marketing solution, business owners can master it.

Although social media platforms offer their own marketing tools -- Twitter targeted ads, Facebook

# FOX BUSINESS

## 8 Retail Innovations to Expect Soon

By Lou Caruso, DealNews Contributing Writer | Published May 13, 2014 | Shopping | DealNews.com

# Forbes

## 4 Things Marketers May Not Know About Social Media Marketing

I know, I know, there is no shortage of social media experts, gurus and bhagvans and many marketers themselves now believe they know all there is to know about social media

# RESPONSE MAGAZINE

DIRECT RESPONSE MARKETING

## News Corner September 23, 2015

23 Sep, 2015  
By: Doug McFeterson

SocialCentiv, marketing software that helps businesses find new customers on Twitter, announces superior performance on return on investment across six vertical industries when

# COFFEE TALK

www.CoffeeTalk.com Vol. XXVIII No. 2

## Social Media for Business

Top Five Twitter Trends  
by Bernard Perrine

# CMS WiRE

## Social Media Apps for Marketing, Software Updates and More

By Barry Levine | May 26, 2014  
2,454 followers

Featured Report: Big Data Solutions an Alternative to the Data Warehouse  
Google Analytics' Content Groupings

# The Dallas Morning News

## Venture funding to boost HipLogiq staff

Social marketing company HipLogiq announced Monday that it raised \$7 million in venture funding to increase

# QUIRK'S

## Marketing Research Media

### Top social media trends for businesses in 2015

Quirk's new, Bernard Perrine is co-founder and CEO of marketing tool SocialCentiv and is based in Dallas. Social media is beginning to reach its potential as a marketing tool and businesses are finding they can use different channels to sell their products or

# Manufacturing

## How to manage your company's reputation on social media

Leadership - Jun 11, 2015

With the first half of 2015 in the books, it's a good time for companies to take a hard look at how their social media plans are performing and to make the necessary changes to finish the year strong.

# smallbiz technology

Tech insight and news for small business

## 3TechGuys Show - Too late for ACT!, Custom Tweet Srvcs, Two Factor Authentication, Crowd Funding, more

Posted on May 26, 2014 by Ramon Ray in General with What's your

# HOME BUSINESS

## Party Galaxy Increases Social-Media Driven Website Traffic by 1,520% with SocialCentiv

By admin - February 4, 2015

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# Mashable

## 15 Underrated Apps Every Entrepreneur Should Use

12.8k

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# CANADIAN Business

## Your Questions Answered

Free advice can be worth a lot. Our experts are here to address your most pressing franchise concerns.

# TARGET MARKETING

The Secret to Marketing Success

SOCIAL MEDIA MARKETING

## Why Outsourcing Social Media Is Working for Businesses

By Bernard Perrine